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非理性的积极力量

[美] 丹·艾瑞里◎著　赵德亮◎译

The Unexpected Benefits of Defying Logic at Work and at Home

The Upside of Irrationality

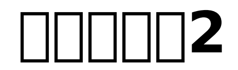
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《写给中国人的经济学》作者**王福重**、著名行为经济学家**董志勇** |倾情作序|





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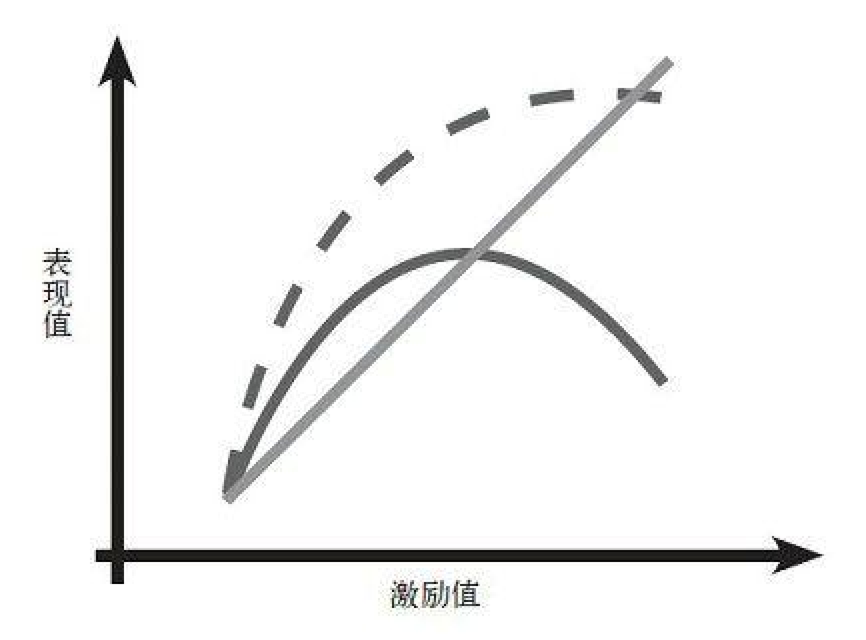
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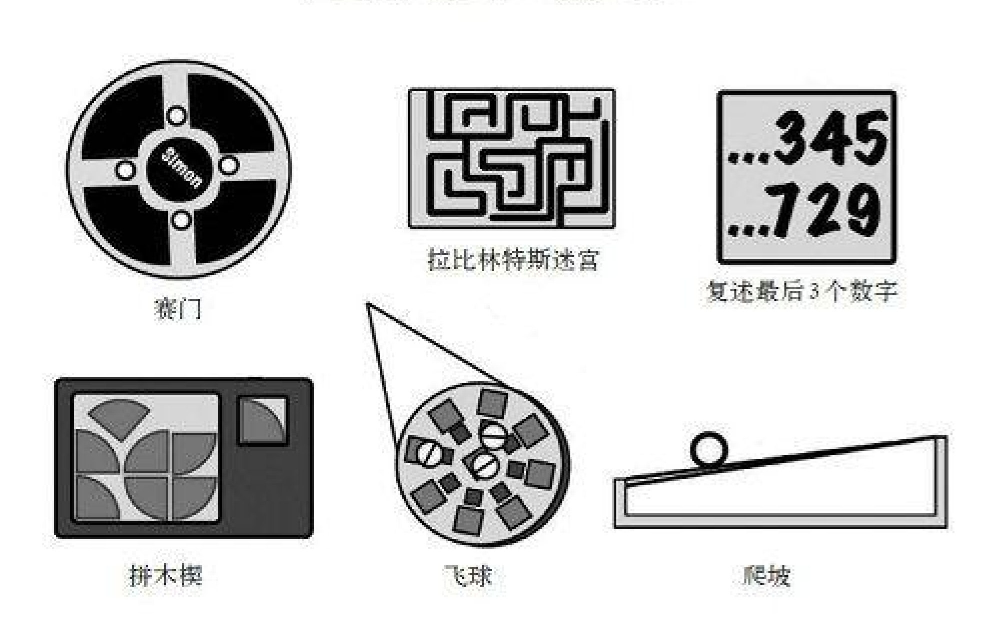
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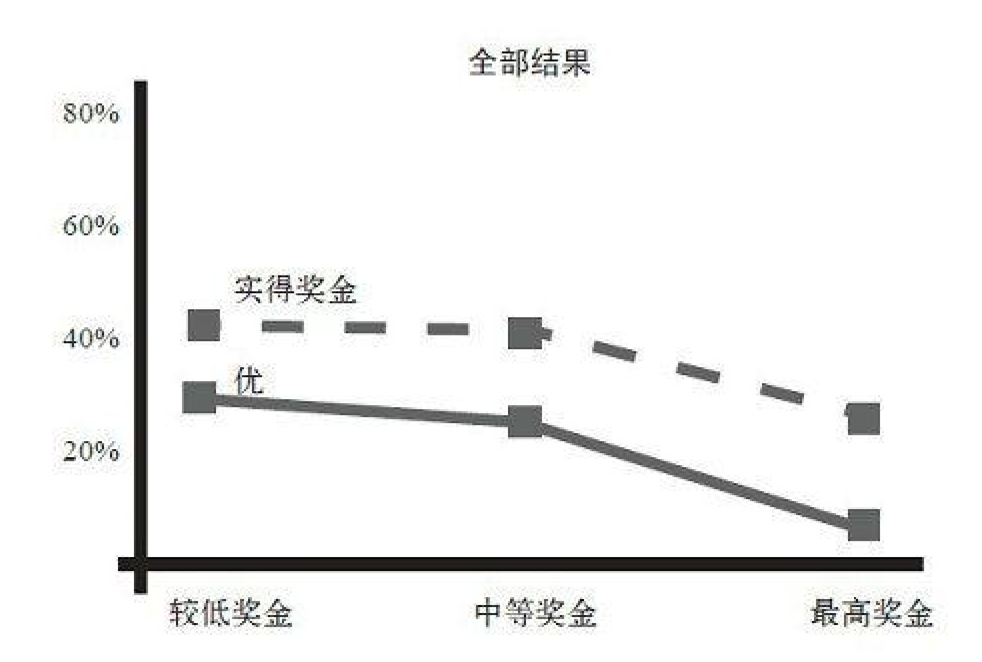
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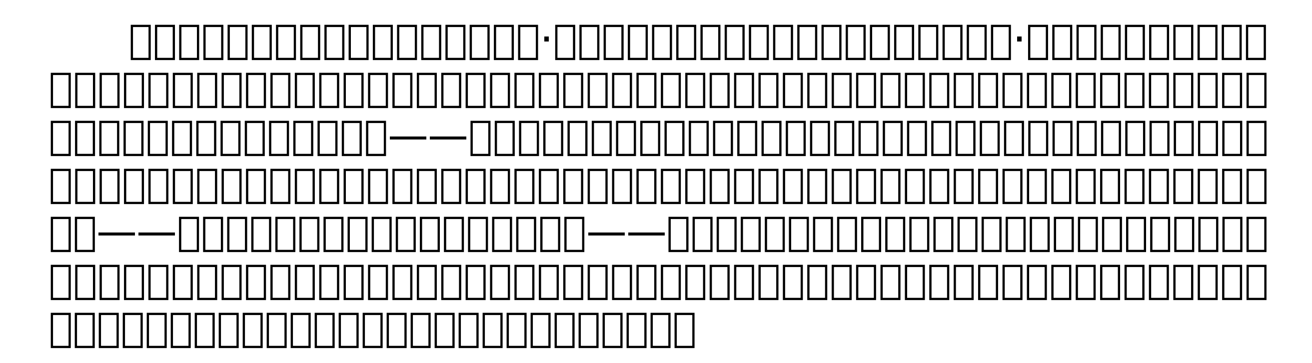
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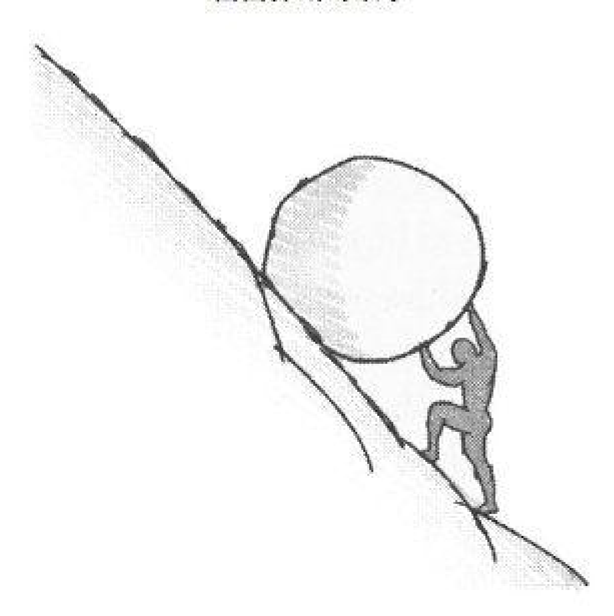
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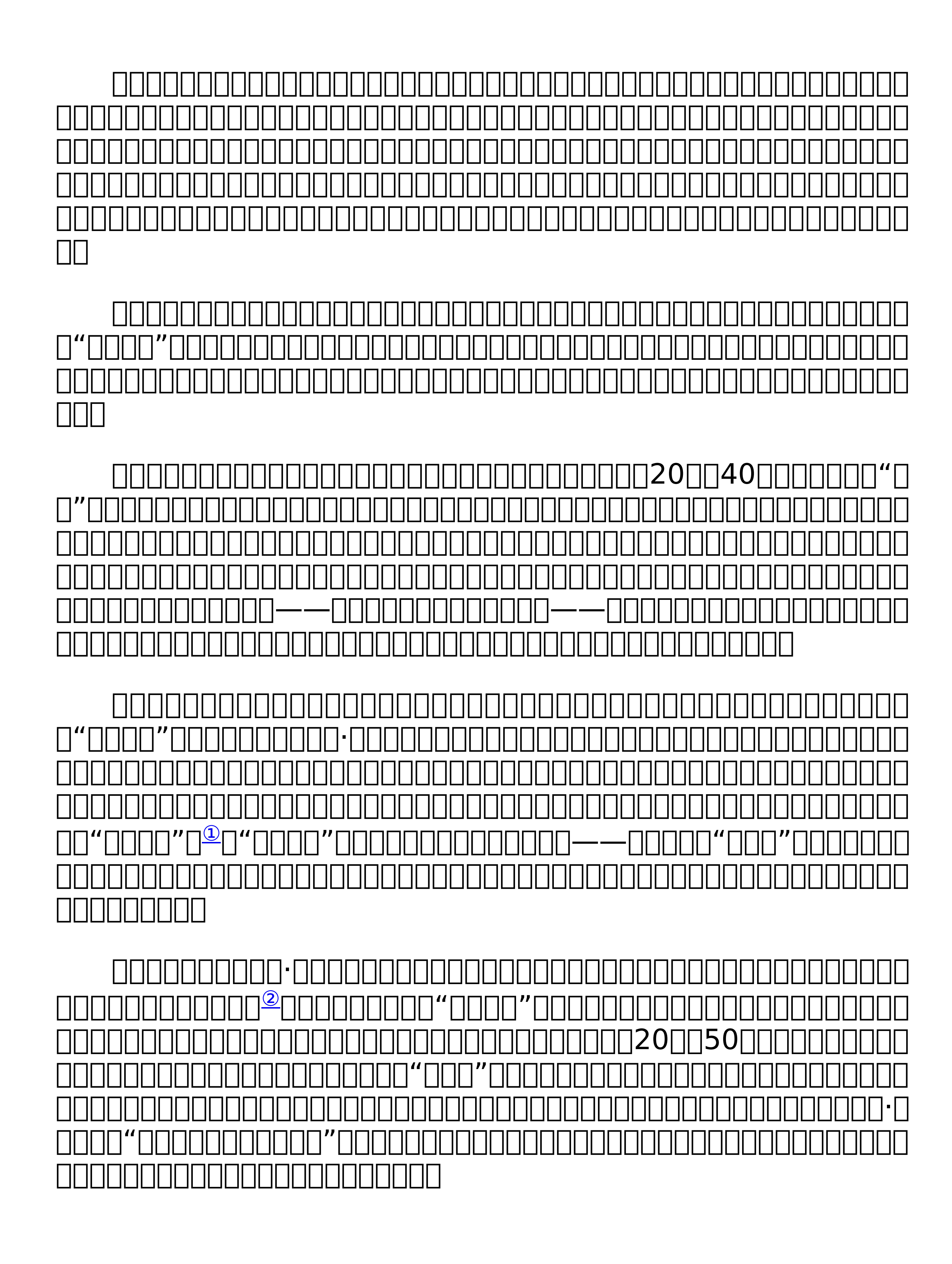
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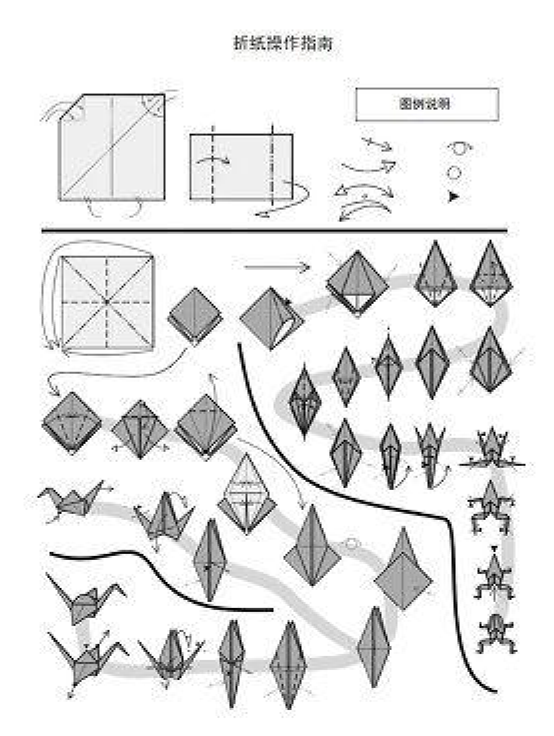
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折纸操作指南
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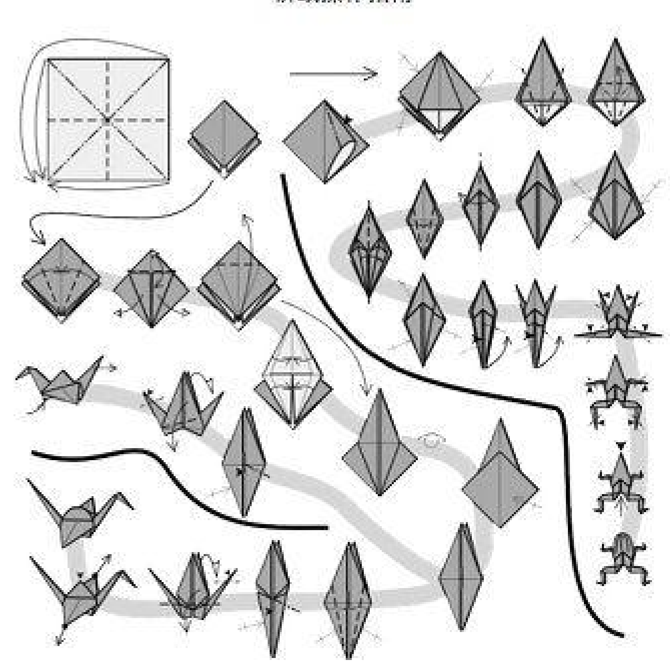
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处理	循环的	浇水	依靠	淋浴	重复	流下	花园	庄稼
向	用过	多数	半	脏	代替	洁净的	这	家中的
消耗	设置	房屋	一个	已经	灌溉	再次	部分	一部
然后	浇灌	系统	活动	净化	为了	洒水器	其他	洗
如	后院	水管	生成					

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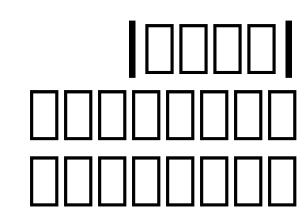
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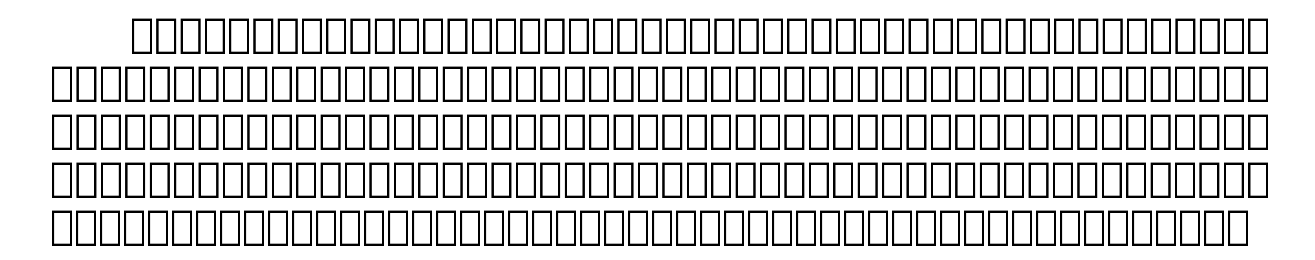
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“丹，去年买这辆车时我高兴得要发疯了，可是现在一点儿新鲜感也没有了。我们把厨房再装修一遍，怎么样？”

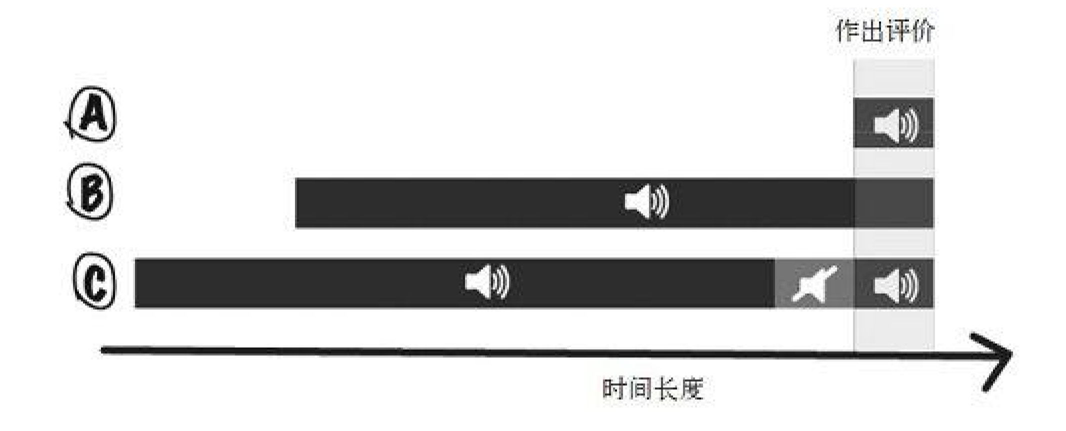


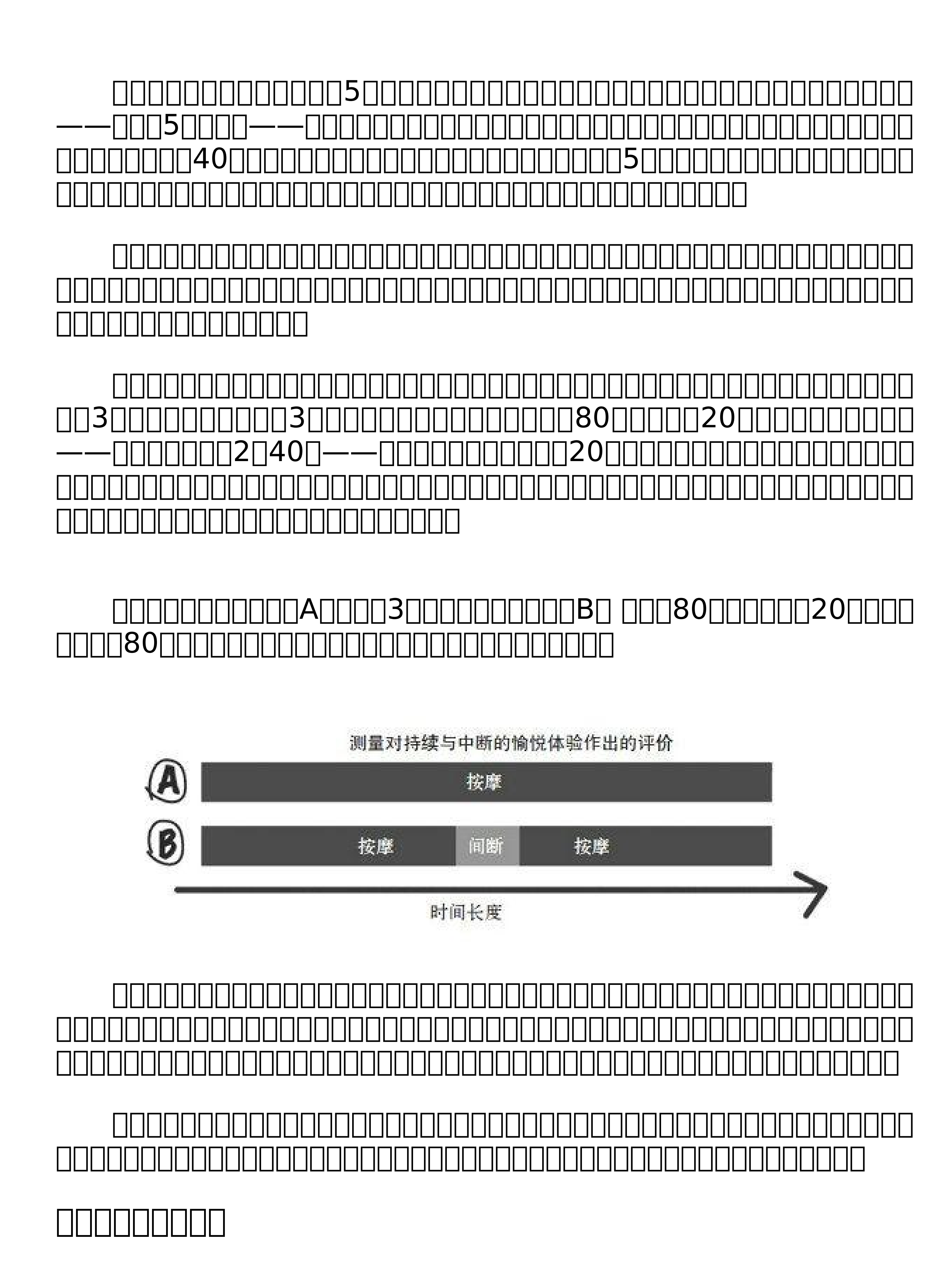
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测量对持续与中断的愉悦体验作出的评价
A
按摩
B
按摩
间断
按摩
时间长度

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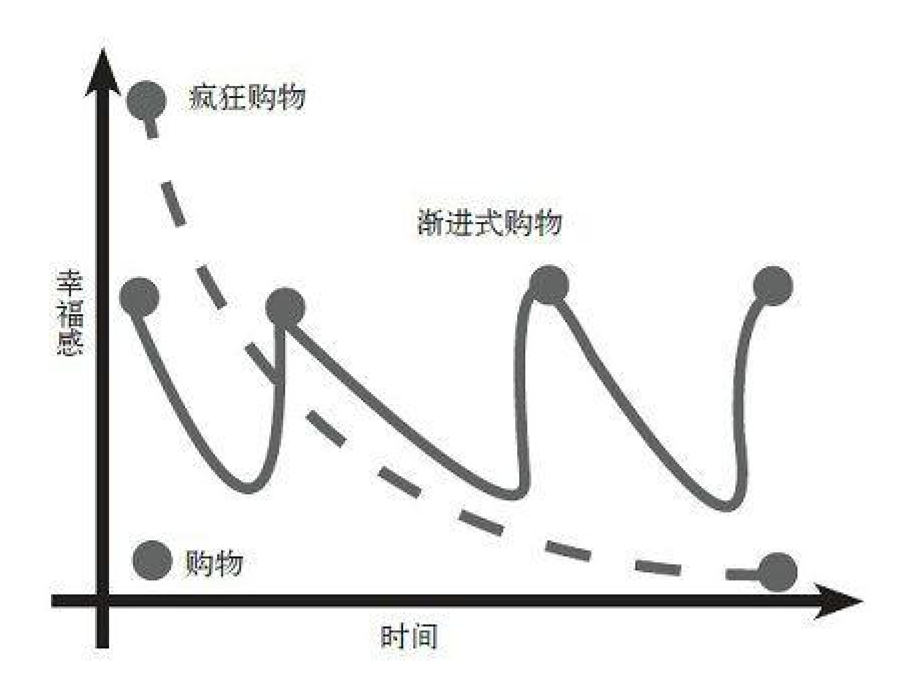
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疯狂购物
渐进式购物
幸福感
购物
时间

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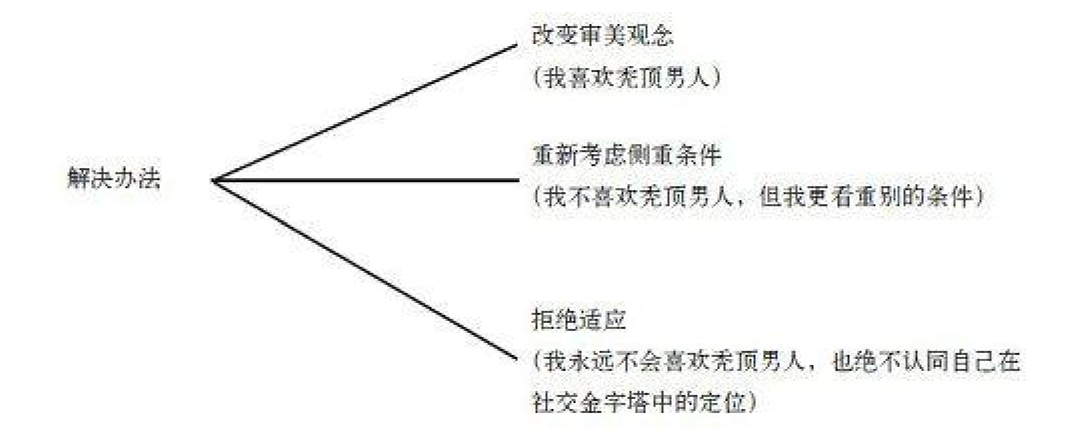
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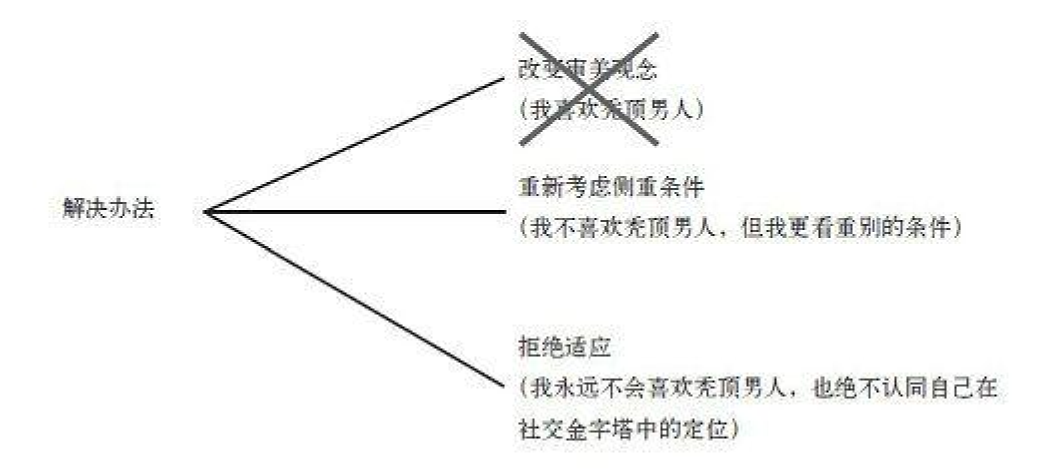
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解决办法
改变审美观念
（我喜欢秃顶男人）
重新考虑侧重条件
（我不喜欢秃顶男人，但我更看重别的条件）
拒绝适应
（我永远不会喜欢秃顶男人，也绝不认同自己在
社交金字塔中的定位）

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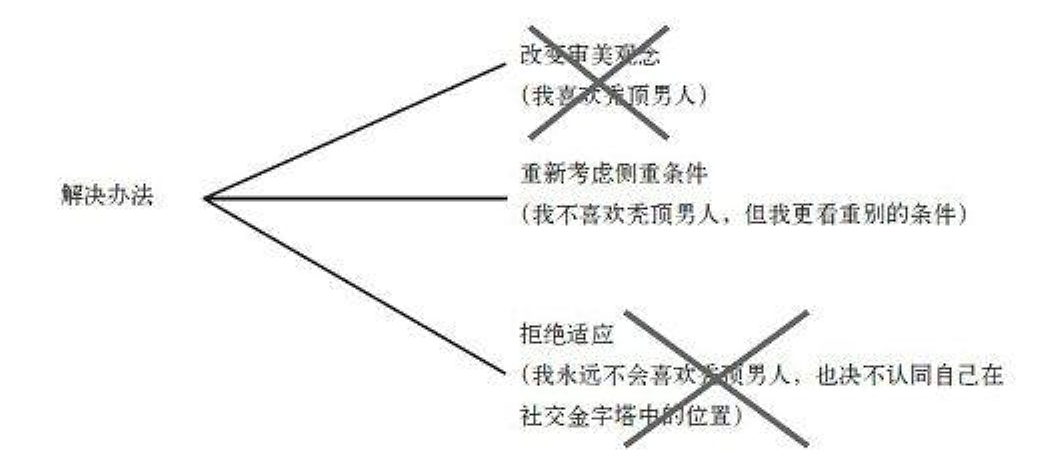


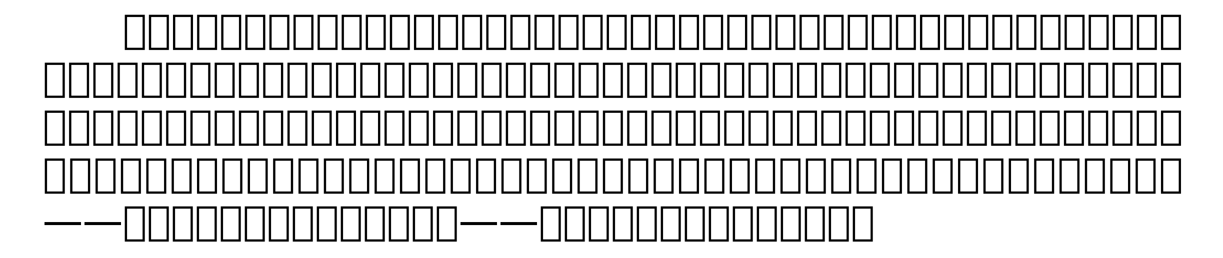
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[illegible]3[illegible]Hot or Not[illegible]“[illegible]”[illegible]


解决办法
改变审美观念
（我喜欢秃顶男人）
重新考虑侧重条件
（我不喜欢秃顶男人，但我更看重别的条件）
拒绝适应
（我永远不会喜欢秃顶男人，也决不认同自己在
社交金字塔中的位置）



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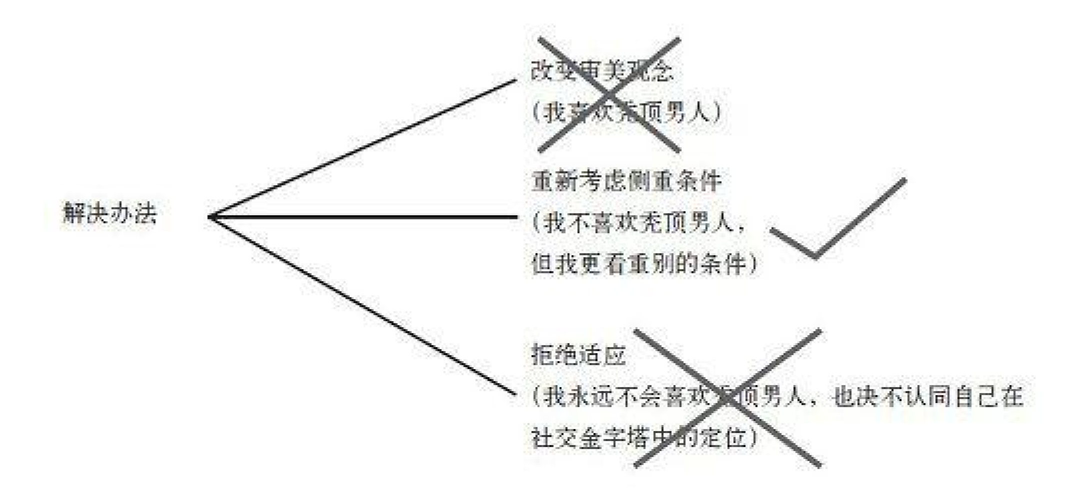
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解决办法
改变审美观念
（我喜欢秃顶男人）
重新考虑侧重条件
（我不喜欢秃顶男人，
但我更看重别的条件）
拒绝适应
（我永远不会喜欢秃顶男人，也决不认同自己在
社交金字塔中的定位）

Hot or Not[illegible]“[illegible]”[illegible]

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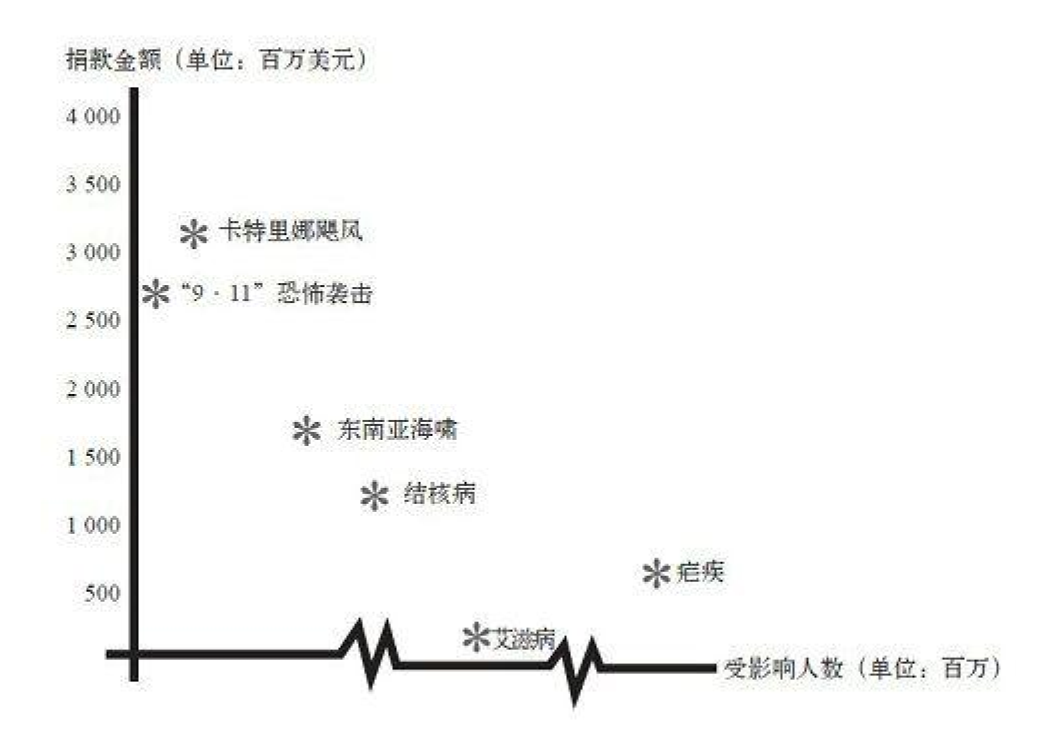
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捐款金额（单位：百万美元）
4 000
3 500
3 000
2 500
2 000
1 500
1 000
500
卡特里娜飓风
“9 · 11”恐怖袭击
东南亚海啸
结核病
疟疾
艾滋病
受影响人数（单位：百万）

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